

The **LEATHER** DOCTOR

The **FABRIC** DOCTOR

Franchise Opportunity Information Guide

Australia/New Zealand



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Franchise Information Overview

Own a proven business with modest start-up costs, immediate income, and unlimited growth potential.

The Doctor Services Group offers motivated entrepreneurs the chance to run a proven business with a niche, in-demand skill – delivering real results and strong income from day one.

Be in Business for Yourself, Not by Yourself

As a Leather & Fabric Doctor franchisee, you'll enjoy the freedom of being your own boss, with the confidence of knowing you have a trusted brand, expert training, and ongoing support behind you. No prior experience is needed – our systems and training will give you everything required to succeed.

A Proven Franchise Model With Modest Start-up Costs

Your investment includes:

- An extensive and unique training programme
- Access to exclusive systems, products, and programmes
- Ongoing business, operational, and marketing support
- A low-cost entry into a high-demand service market

What We Do

Leather & Fabric Doctors are skilled in caring for all types of leather, vinyl, and fabric, meaning we're trusted to safely and effectively clean, repair and rejuvenate furniture to help it look great, for years to come.

Join Our Growing Network

We're proud to welcome new franchisees into our highly skilled and supportive family. With strong demand across Australia, New Zealand, and the United States, the Leather & Fabric Doctor brand is growing rapidly – and we'd love for you to be part of it.

We enrich lifestyles and enhance comfort by making leather, vinyl and fabric live longer for a sustainable future. At the heart of our company are the values of innovation, commitment, and community.



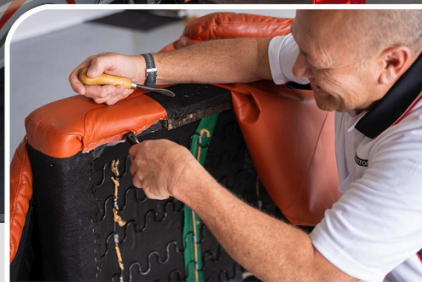
About Us

The Doctor Services is a mobile service franchise that specialises in leather, vinyl and fabric cleaning, repairs and restoration.

The Leather Doctor started with humble beginnings as a one-person operation in Brisbane, Australia in 1989 and has grown to become the largest mobile leather, vinyl and fabric repair network across Australia, New Zealand, USA and Dubai.

35+ years of experience has enabled the formulation of high-quality, specialised products and processes that our technicians use every day. Our ability to offer an extensive range of cleaning, repair and restoration services is what sets us apart.

Our Leather & Fabric Doctors undergo intensive and ongoing training to ensure that they are highly skilled and are able to complete both commercial and domestic leather, vinyl and fabric cleaning, repairs and restoration to the highest possible standards.



Company History Timeline



2002

National Potential

Dean Reid, Geoff's son joined the business, buying the Gold Coast South franchise. Geoff and Dean saw national potential for the business and purchased the Master Franchise rights for Victoria. They began creating uniformity across the franchise with uniforms, the company's first website and branded vans. Dean remains a co-owner, Director and CEO of the business to date.



2010

Furniture Retailer Collaboration

The network had grown to 40 franchisees, Australia wide. The company began to do work for national furniture retailers. This was the first time a mobile repair service was available around Australia and furniture retailers were quick to jump on board.



2013

Fabric Doctor Brand Launch

The franchise brand of The Fabric Doctor was established. All Doctor franchise licenses were offered to existing franchisees to allow them to expand their business and skill set offering. Each brand was also sold as a stand alone franchise.



1988

Business Formation

The first form of the business began in Brisbane, Australia by John Glass. John saw the concept of vinyl welding to repair car interiors and thought that would work well in the Australian market. He started as a sole trader with no branding, simply repairing car dashboards and interiors.



2005

Business Ownership Change

Geoff and Dean purchase the entire business. At this time there were 7 franchisees, including themselves, covering Brisbane and the Gold Coast. The first franchise sale under their management was made in Perth, WA.



2013

50 Franchisee Milestone

Franchise numbers hit 50 this year. As franchise numbers grew, so too did the need for collaborative and face to face interaction via conferences. Conferences continue to be an important part of the company's culture, helping keep franchisees connected and innovation alive.

1988

1995

Concept Formation

Darryl Binch bought the business from Mark and decided to franchise the concept. He registered the business name as 'The Vinyl Doctor'.



2011

Leather Focus

Leather continued to grow as the main source of work for the business. The decision was therefore made to adjust the brand, reflecting the growing expertise in leather. The business was now The Leather Doctor.



2012

Timber Doctor Brand Launch

After identifying a need for a business that could service timber and specialty surface repairs, the franchise brand of The Timber Doctor was incorporated. The first franchise was launched in Perth, WA.



1998

The 'Geoffs'

Geoff Reid, a friend of Darryl Binch, bought the fourth franchise territory in Brisbane. Geoff remains a co-owner and Director in the business to date.



2011

Middle East Launch

Dubai based removal company, eMovers, purchased The Leather Doctor Master License for the Middle East.



2014

Middle East Expansion

Leather Doctor numbers continue to grow in Dubai, reaching 30+ team members. The Dubai team adopted an employee model, involving each team member being trained in a specific skill set rather than individual franchisees learning all aspects of the business. This demonstrated the importance of adapting our business model to fit each country and culture.



Company History Timeline



2020

Success Through A Pandaemic

Covid 19 restrictions would take effect only days after we held our 2020 annual conference on the Gold Coast. The company provided both financial and strategic support to franchisees throughout lockdown which enabled franchisees to continue operating and completing work from their homes. By supporting each other through this time, the company came out of the Covid challenge stronger and with greater franchise interest than ever before. Over the 2 year Covid pandemic, 20 new franchisees joined the business - a testament to the viability of the business and it's services, even during major disruption and economic downturn.



2022

Timber Doctor Growth

The Timber Doctor franchise was growing fast. As such, it was time to give the branding and vehicles a fresh look. Continuing with the theme of the other 'Doctor' brands, the new design focused on the logo with stylised timber panels in the background.



2019

GCC Master Franchise

A Master Franchise licence was granted for the GCC, empowering the team in Dubai to franchise throughout Saudi Arabia and Qatar.



2022

+100 Franchisee Milestone
During 2022, rapid franchisee growth continued, with total franchisee numbers surpassing 100 across Australia and New Zealand.

The **LEATHER DOCTOR**

The **FABRIC DOCTOR**

The **TIMBER DOCTOR**

The **STONE DOCTOR**

2023 January

Stone Doctor Brand Launch

The Stone Doctor brand was launched, as a complementary brand to The Timber Doctor, resulting in a quad license offering.

2025

2015

70 Franchisee Milestone

Franchise numbers in Australia grew to over 70 during 2015.



2021

New Zealand Launch

With the majority of territories in Australia sold, New Zealand was ready for launch. The company secured trademarks for its 'Doctor' brands in NZ. The first territories were sold as combined Leather, Timber and Fabric Doctor franchises in Auckland.



2024

USA Launch

International expansion continued into the United States. Huntington Beach, California would become the very first territory established for The Leather Doctor in the USA,



Franchise Opportunity

The Leather & Fabric Doctor is a market leader in leather, vinyl and fabric cleaning, repairs and restoration. We're a mobile franchise, servicing both residential and commercial customers, to help their furnishings live longer.

Leather, vinyl and fabric finishes and furnishings are everywhere, meaning there is a potential for business everywhere. From furniture in homes to furnishings in offices, finishes in cars, boats and RVs, coverings on medical and gym equipment to seating in restaurants, cafes, theatres and schools. The market potential for our technicians is expansive and continuously growing.

With such a vast set of potential work, the unique skill sets of Leather & Fabric Doctors have proven to remain in high demand. For 35+ years, The Leather & Fabric Doctor has not just grown, but thrived through economic downturns and also during the pandemic. The need for our services and unique skill set is constant.

Since 1992, The Leather Doctor has been building and refining an offering that gives franchisees an opportunity to own and operate their own successful business. Our proprietary training techniques, systems, operational processes, marketing and support systems are market leading and have us stand out from competitors.

We offer the most comprehensive leather, vinyl and fabric cleaning, repair and restoration skills to our franchisees, equipping them with the knowledge and resources to be an industry leader, no matter their location.

The strength of the Doctor Services business model, our experience, and our commitment to offer the highest quality leather, vinyl and fabric repairs and restoration has contributed to our growth and success in markets across the world.

Start a business of your own, with a low investment requirement

When you purchase a Leather & Fabric Doctor franchise, you're not just 'buying a job'. You're joining a team that is well supported, with systems and processes that have been formulated and refined over 3 decades. Franchisees become part of our family – they're not just treated as a number.

A Doctor Services business represents a fantastic opportunity for motivated individuals, families or partners to quickly, yet professionally start up a business of their own. What's more, it does not require a large amount of money or any experience to begin. We provide in-depth 3-week training programme to start, followed by extensive ongoing support and training as needed.



Decades of operations in an ever-growing number of markets has demonstrated the viability of a Leather & Fabric Doctor business. We offer a considerable business opportunity, at a reasonable buy-in price and low ongoing fees. It's why we're a market leader.

Franchise Partnerships

Anyone can learn to be a Leather & Fabric Doctor – no previous experience is necessary. What matters most is that you're motivated and possess a willingness to learn.

Our comprehensive training program equips franchisees with the necessary skills to successfully operate and grow a Leather Doctor business.

Our franchisees come from a wide variety of education levels (from high school to PhD) and backgrounds. We welcome individuals, couples, families and business partners into our network. All franchisees undertake a comprehensive 3-week training program that involves detailed and hands-on learning in both a training facility as well as out in the field.

Don't worry if this is your first time operating a business. All aspects of successfully operating a Leather & Fabric Doctor business are covered, from marketing and operations training, to quoting, scheduling and systems training.

It's not a job, it's a lifestyle

When you purchase a Leather & Fabric Doctor franchise, you're tapping into decades of experience, skills and knowledge that forms a foundation for you to operate a business that suits your income and lifestyle goals.

Who is an ideal franchise partner?

On top of loving DIY, we're after team players who are driven, have brilliant customer service skills and are hungry to build a successful business. We have franchisees who want the simplicity of no employees and minimal overheads, husband and wife teams who take on separate roles in the business to complement one another and then there are multi-unit franchisees who are driven to build empires.

To run a successful Leather & Fabric Doctor business, you'll need good time management skills, strong work ethic and be able to work to a schedule. You should have excellent communication, people skills and a genuine commitment to quality customer service. We're also looking for franchise partners who are passionate about being their own boss and building their own business, so you'll need to be organised and motivated.



Leather & Fabric Doctors have come from a diverse range of backgrounds, including:

- | | | | |
|-------------------------|--------------------------|----------------------------|---------------------------|
| • Accounting | • Education and Training | • Marketing | • Sales |
| • Advisors | • Emergency services | • Manufacturing | • Service Staff |
| • Aviation | • Hospitality | • Mechanics | • Sign Writing |
| • Banking and Finance | • HR | • Operations and Logistics | • Teaching |
| • Building/Construction | • IT | • Postal Services | • Trades and Services |
| • Carpentry | • Military | • Plumbing | • Transport and Logistics |
| • Corporate Management | • Mining | • Retail | |

Why Choose The Leather & Fabric Doctor?

One of the greatest benefits and common reasons people buy into a franchise system is because all the hard work to establish a business and test its rigour, has already been done.

It means you'll always have someone to call and ask for advice. It means you'll benefit from the collective learning of franchisees all over the world. It means that you're buying into an organisation that has exceptional training and support processes, and most importantly, it means you can be confident that you're taking on a business where the structure and systems have already been tested and have been proven to work.

To maintain our market leader status and to ensure continuous improvement, The Leather & Fabric Doctor team are constantly working on ways to develop processes at both a franchisee and head office level. We pride ourselves on our well-developed training and operational systems, and the support in which we offer our franchisees to encourage their success.

We're Needed	Offering a mobile service that assists customers to clean, repair and restore their leather, vinyl, and fabric finishes and furnishings rather than buying new is pivotal in an ever changing economy. Leather & Fabric Doctor's help leather, vinyl, and fabric live longer.
We Thrive	With such a vast set of potential work, the unique skill sets of Leather & Fabric Doctors have proven to remain in high demand. For 35+ years, Leather & Fabric Doctors have not just grown, but thrived through economic downturns and also during the pandemic. The need for our services and unique skill set is constant.
We Evolve	Our decades of experience, systems, products and training facilities enable us to evolve, developing new processes and techniques to cater to changing furnishings.
We're Niche, Yet Diversified	Leather & Fabric Doctors are in the fortunate position of being able to offer niche services across a hugely diversified set of industries. The potential for work is staggering. Our services can't be automated or outsourced — they require skilled, hands-on expertise.
We're Sustainable	The Leather & Fabric Doctor helps leather, vinyl, and fabric live longer, keeping furniture out of landfill. We advocate repair and restoration over replacement.

When it comes to choosing the right franchise, having a reputable, recognised brand is key. Our brand is our reputation. It dictates how clients find us, how people feel about our franchisees and determines their confidence in using our services.

The Leather & Fabric Doctor strives to deliver a brand that is at the top of its game, setting the standards for an industry and leading the pack for the delivery of leather, vinyl, and fabric cleaning, repairs and maintenance services. Our Franchisees are our brand advocates. They live and breathe the brand and have helped to shape it to be the group it is today.

Become a Leather Doctor Franchisee

Be Your Own Boss!

The Leather & Fabric Doctor is a well-established, trusted brand. Franchisees enjoy access to exceptional training, well tested processes and a vast network that can provide ongoing support.

Our Leather & Fabric Doctor Franchisees tell us time and time again why they love being a part of our family. The most common responses include...

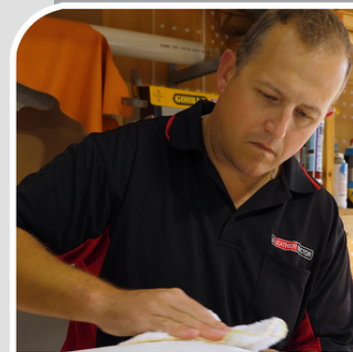
- I'm in control of my work, my time and my life
- I have control of my earning potential and work schedule
- I receive extensive and ongoing support and training
- I have a great lifestyle, flexibility and income potential
- I can grow my business as large and as quickly as I want
- I can easily network with other franchisees for support
- I have an exclusive territory to service and grow
- The support from head office is exceptional

What does all this mean for a prospective Leather & Fabric Doctor franchisee?

It means The Leather & Fabric Doctor is a stable, reputable, success oriented, committed company. Our goal is to work with franchisees to develop their business in a way that achieves their goals.

By following our franchise system, you can:

- Launch a business knowing that it is backed with decades of experience and best-in-class training and support
- Learn unique skill sets that will enable you to not only repair and restore leather, vinyl, and fabric surfaces, but also attend to the internal structures and components of furniture
- Learn how to identify business opportunities, generate leads and develop repeat business
- Develop a business that suits your personal work-life goals, balancing the needs of you and your family with that of a successful business
- Develop new skills that will enable your business to diversify, evolve and grow
- Remove the need for expensive overheads such as an office or shopfront fit out – by operating a mobile service



Services You Will Offer To Customers

Leather & Fabric Doctors are skilled in caring for all types of leather, vinyl and fabric, meaning we're trusted to safely and effectively clean, repair or rejuvenate furniture in a way that will have it looking great, for years to come.

Leather & Fabric Doctors are trained to be experts in both external 'aesthetic' services and structural 'internal' services of furnishings, enabling us to offer a more robust service to customers.

The services Leather & Fabric Doctors are trained in, includes:

Leather & Vinyl Cleaning

We use the highest quality leather cleaning and conditioning products to bring leather and vinyl back to life. Our fully trained leather specialists carefully determine leather types before commencing any cleaning. We clean leather while also renewing the finish and giving advice to keep leather furniture and finishes looking great.

Leather & Vinyl Repairs & Restoration

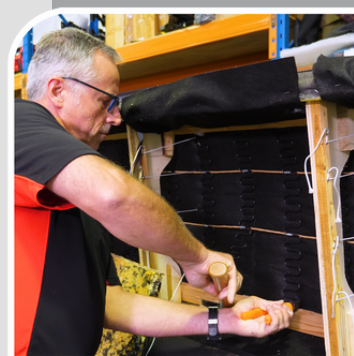
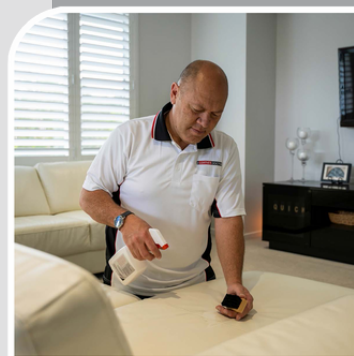
We lead the way in leather and vinyl repairs. We specialise in leather and vinyl repair and restoration services, including, but not limited to:

- Removing stains from pen, hair dye, tanning lotion, food, drink and colour transfer
- Fixing damage caused from cuts, burns, scuffs, nicks and dents
- Repairing damaged stitching, broken seams, missing buttons and repairing or replacing zippers
- Repairing colour issues caused by fading and sun damage
- Repairing marks and damage caused by animals, such as cat scratches or clawing

Leather & Vinyl Colouring

Leather Doctors are experts in leather and vinyl recolouring, on areas of worn or damaged furniture, accessories and furnishings. Leather Doctors are trained to recolour leather to match almost any shade presented to them, making it a completely customised service and a unique one at that too.

Whether you need to cover up damage, refresh the colour on a lounge, or completely change the aesthetic of furniture, leather and vinyl re-colouring is a fantastic solution. It is also often a far cheaper alternative than buying new.



Services You Will Offer To Customers ... continued

Foam, Frame & Mechanical Repairs

Our extensive and ongoing training ensures that we're qualified in assessing the configuration of furniture, removing leather, vinyl and fabric coverings without damage to access the internal sections of the furniture that need repair. We specialise and are highly skilled in all aspects of internal furniture repairs including:

- Recliner mechanism and suspension replacements and repairs
- Furniture frame repairs
- Replacing spring systems
- Trigger and mechanical replacements in electric and manual recliners
- Foam replacement
- Webbing repairs and replacement



Upholstery and Panel Replacements

Leather Doctors are able to offer customers upholstery and panel replacement solutions, to replace areas of worn or damaged furniture that are beyond repair. Technicians are able to collaborate with local upholstery providers to offer this service, or learn upholstery skills (via independent/external training) to undertake this work in-house. Upholstery offerings can also extend to recovering outdoor furniture, dining chairs, seating in restaurants, cafes and hotels and medical or gym equipment.



Warranty Inspections and Reporting

Leather Doctors are able to provide a wide range of commercial furniture repair and warranty work. We pride ourselves on helping furniture retailers, manufacturers and national chains solve their furniture repair and warranty issues in a way that minimises disruption and inconvenience to both their business and to customers.



Fabric Doctor Licence

When purchasing a Leather Doctor licence, you will also receive the rights to The Fabric Doctor licence. Essentially receiving two franchise licences for the price of one, you gain additional skills that will enable you to work across all upholstery surfaces, setting you apart from the competition.

Services Fabric Doctors Provide:

- Fabric Doctors are trained in fabric cleaning and stain removal
- Fabric Doctors offer fabric protection and deodorisation services to better protect fabric furniture
- Fabric Doctors use high quality, professional fabric cleaning and stain removal products and processes to return a professional finish
- These fabric services can be undertaken across all sectors, including households, commercial settings, auto interiors, hotels, restaurants etc - the opportunities are extensive

Training and Marketing Support

Training related to providing expert fabric cleaning, stain removal, protection and deodorisation is given during your initial training. Ongoing training and support is also provided. From a marketing point of view, dual branded collateral (Leather Doctor and Fabric Doctor) and van signage is supplied upon commencement, enabling you to immediately begin promoting your full range of services to customers.

Machine and Products

The purchase of a fabric cleaning machine and all relevant cleaning, stain removal, deodorisation and protection products are at the franchisee's cost, giving you the flexibility to determine the services offered and types of equipment purchased. The cost of purchasing these items is approximately \$2,000.



Industries You Can Service

Leather & Fabric Doctors are trained in services that are flexible and scalable, meaning businesses are able to adapt and evolve to the ever changing landscape. The ability to work across all things leather, vinyl and fabric means the serviceable industries are vast. With the multitude of industries that have leather, vinyl and fabric furnishings, comes diversity in the work you can do and reduces the risk of relying on a single market.

Examples of industries you can service, include but are not limited to:

- Aircraft
- Automotive
- Bars & Clubs
- Boating & Marine
- Cafes & Restaurants
- Medical & Dentist Practices
- Farming/Manufacturing Equipment & Vehicles
- Government Offices & Buildings
- Gym Equipment
- Hotels & Casinos
- Military Vehicles & Military Bases
- Leather Accessories
- RVs, Motorhomes & Trailers
- Schools & Universities
- Theatres & Cinemas
- Offices
- Holiday & Rental Housing
- Bus, Limo & Taxi Companies

In addition, there's extensive scope to develop relationships with companies that often require assistance with leather, vinyl and fabric cleaning, repairs and restoration, to include:

- Moving Companies
- Warranty Companies
- Insurance Companies
- Interior Designers
- Car/RV Dealerships
- Furniture Stores
- Real Estate Agents



Franchise Startup Costs

Low-risk, high-ROI, service-based franchise opportunities are in high demand.

We believe that The Leather & Fabric Doctor is one of the best investments out there. Smart entrepreneurs are investing in a Leather & Fabric Doctor franchise to secure a business of their own that they can grow to suit their business goals and financial futures.



The Leather & Fabric Doctor franchise fee is \$80,000 (plus GST where relevant). This includes both licences, training, supply of a full product kit, marketing collateral kit, van signage and legal fees. This figure represents exceptional value for money.

Franchisees are also required to purchase or lease a suitable white commercial van. As a mobile service business, your van is your 'office' and not only carries the branding of the business, but is used to transport all your tools and products and also any furniture that you may need to take off-site for repair. Vans being considered must be in good condition and working order.

When you're ready to become a Leather & Fabric Doctor, we will work with you to review van options. The van itself is not included in the sale price of the franchise.

What are the ongoing fees?

While most other franchise systems have percentage-based monthly fees, we prefer to work on a low-cost flat-rate monthly franchisee fee. This way, Leather & Fabric Doctor franchise partners are encouraged to earn as much revenue as they can and grow their business without "penalty". There is also a fixed monthly marketing fund contribution that is exclusively invested into driving leads and brand awareness to franchisees and their territory.

Are discounts offered for multi-unit purchases?

Yes! Discounts on the licence fee as well as significant set-up savings, are offered to franchisees who are looking to invest in multiple territories. The Leather & Fabric Doctor franchise model promotes scalability and unlimited earning potential. Franchisees are welcome to secure multiple territories, depending on their financial situation, level of ambition, and commitment to growing their business.

Franchise FAQs

How long is the term of the agreement?

The term of a Leather & Fabric Doctor franchise agreement is 5 years, with ongoing options to renew for a further 5.

Do I need a shopfront or premises?

No. The advantage of a Leather & Fabric Doctor franchise is that it is a mobile service business, operated via your vehicle. There are no large overheads you are locked into such as rent. We do however, recommend that you have access to a shed or workshop space to be able to undertake larger jobs (outside of a customer's home or workplace).

What marketing programs are in place?

Upon commencing, we work with franchisees to brand their van, customise and print marketing collateral, establish local online listings, social media profiles and Google Ads. Our marketing program helps develop lead generation as well as brand awareness. There is also a monthly marketing fund, supporting lead generation in each franchisee's territory. Franchisees also have access to in-house support to assist with and generate collateral and strategies to undertake additional local area marketing franchisees territory.

What training will I receive?

Extensive and in-depth training is a very important part of the induction process for new Leather & Fabric Doctor Franchisees. As many of the Leather & Fabric Doctor Franchisees do not have any prior experience in leather, vinyl, or fabric repair work, our 3-week training programme has been designed to ensure that all new franchisees feel confident in performing the services they will be required to offer once operating their own business.

Extensive training on colour-matching skills and recolouring processes is included in this.

How do I price my services?

Franchisees follow a recommended pricing structure but can adjust their pricing according to specific market conditions and local competition.

What type of vehicle do I need to operate the business?

Franchisees are required to purchase a suitable white, commercial van. As a mobile service business, your van is your 'office' and not only carries the branding of the business but is used to transport all your tools and products and also any furniture that you may need to transport offsite for repair. Vans being considered must be in good condition and working order. At the point you are ready to become a Leather & Fabric Doctor, we will work with you to review van options. Whilst the branding of a van is included in the start-up investment, the purchase of the van itself, is not.

Do I need to work weekends?

No, not if you don't want to! You are in control of your schedule, enabling you to work around your personal life. The hours you work and your work/life balance is up to you.

continued over page

Franchise FAQs ... continued

What are the Leather & Fabric Doctor territory sizes?

Leather Doctor franchises are territory based, meaning a franchisee is given exclusive rights to service a defined, mapped area. A Leather & Fabric Doctor territory will comprise a minimum population of 300,000. The geographic span this population comprises will depend on whether the territory is in a densely populated city, or in a more rural location.

What type of experience do I need?

You don't need prior experience to succeed as a Leather & Fabric Doctor. What matters most is that you're motivated and possess a willingness to learn. Our comprehensive training program equips franchisees with the necessary skills to successfully operate and grow a Leather & Fabric Doctor business.

What kind of ongoing support will I receive?

Following the formal training program, The Doctor Services Head Office team, consisting of operations, marketing, and training teams are on hand to help you smoothly transition into independently and successfully running your own territory. They are always available to answer questions and ensure that you are able to expertly service your customers. Leather & Fabric Doctors are granted unlimited access to an exclusive training platform, providing an extensive array of videos and programmes to ensure they are able to perform all necessary skills and services to the highest possible standards, and that they are able to access information on new skills or techniques as required.

What type of customers will I have?

The exciting news is that potential customers are everywhere... because leather and vinyl furnishings are everywhere! From homes, offices, cars, boats, planes, restaurants, schools, cinemas... the list keeps going! The skills sets that Leather & Fabric Doctors are trained in enable you to establish a highly diversified business with many industry touchpoints.

What business insurances and licences are needed?

Leather & Fabric Doctor franchisees are required to obtain all relevant and required business licences and registration. Franchisees are also required to have public liability insurance.



Startup Package – what you get for your investment

When you purchase a Leather & Fabric Doctor franchise, you're provided with all the training, tools and knowledge needed to begin a successful business operation.

With our system, you receive:

- A tried and tested business, that's ready to go
- Easy entry and unlimited growth potential
- Low running costs – as a mobile service, there is no need to acquire an office or shopfront – you can run the business from your home/van
- Low overhead operation
- A proven, successful business model
- Low cost, fixed franchise fees with no fee indexing as your earnings grow
- Three weeks of in-depth training
- Extensive training on colour-matching skills and colouring processes
- Ongoing and personalised support, training and business coaching
- An exclusive territory to operate with a minimum population of 300,000
- A robust kit of products, tools, supplies and paints when you start
- Flexibility to work the hours and earn the income that suits you
- Lead-generation systems implemented for you
- Professionally designed marketing package
- Uniforms
- Van signage included
- Access to proprietary systems, portals and business management systems

Franchisees are required to purchase a suitable white, commercial van. As a mobile service business, your van is your 'office' and not only carries the branding of the business, but is used to transport all your tools and products and also any furniture that you may need to take offsite for repair. Vans being considered must be in good condition and working order, but please remember the van is not part of the sale price.

When you're ready to become a Leather & Fabric Doctor, we will work with you to review van options.

We offer a considerable business opportunity, at a reasonable buy-in price and with low ongoing fees.

It's why we're a market leader.



What is the earning potential of a Leather & Fabric Doctor?

The short answer.... It's up to you!

The amount you can earn as a Leather & Fabric Doctor is really up to you and how you choose to operate your business. Some franchisees come into the business for a lifestyle choice, where they are able to determine their own hours, work around personal or family commitments or even ease themselves into retirement.

Others come in with the objective to operate a full-time business where maximising the income earned and scaling the jobs completed are the primary focus. Whichever category you fall into (or if you're somewhere in between), The Leather & Fabric Doctor business can work for you.

As a guide, current top performing single unit franchise owners are earning over \$350,000+ per annum. Top performing current multi-unit franchisees are earning upwards of \$600,000 per annum, with more potential to grow.



Multi-Territory Operations

Success as a Leather & Fabric Doctor comes in many forms. For some ambitious franchisees, this means purchasing multiple territories and having family, friends, employees or contractors assist in their operations. Having multiple territories allows you to maximise your marketing efforts and grow your business quickly, across a larger area.

What are the advantages of owning a multi-unit franchise?

Owning and operating a multi-unit franchise model with The Leather & Fabric Doctor is affordable. Considerable savings are achieved when purchasing multi-unit territories. That's because many of the start-up costs that go into starting a Leather & Fabric Doctor franchise are covered in the initial territory investment, and do not apply when purchasing a second (or third) area.

Population-based

Single unit Leather & Fabric Doctor territories are designed based on population, with a minimum of 300,000 people per territory. Franchisees have the option of purchasing adjoining territories to become multi-unit franchisees. This strategy helps to maximise the power of marketing efforts and customer referrals, giving a larger geographical reach for franchisees, and also a greater population to service.

Expand into multiple territories, build your regional business empire, and maximize marketing power — with discounts on multi-territory purchases.

Locally loyal

Word-of-mouth is essential in growing a service-based business. When customers experience Leather & Fabric Doctor workmanship and service, they often share their experience with friends, family and co-workers. If those friends, family or colleagues live in an area which is owned by a different Leather & Fabric Doctor, there is an obligation to refer the business on.

If you own the licence, however, the referrals stay with you. By owning multiple territories, you not only enjoy the yields from your marketing efforts in your primary territory, but you also gain leads and business from customers in the adjoining territories you own.



Training & Marketing Support

Investing in a Leather & Fabric Doctor Franchise Is Like Joining A Family We've Got Your Back

Starting off properly in any business is important. For a new Leather & Fabric Doctor Franchisee, our training and marketing processes ensure they're able to confidently offer the services customers will require and are able to successfully operate and build their business. Our processes have been built and refined for over 35 years, and we're confident that what we offer is best in class.

Here's What Our Training and Marketing Support Looks Like:

Training

Extensive and in-depth training is a very important part of the induction process for new Leather & Fabric Doctor Franchisees. As many Franchisees do not have any prior experience in leather, vinyl or fabric repair work, our 3-week intensive training programme has been designed to ensure that you feel confident in performing the services required to operate the business.

All training is conducted at our purpose-built training centre alongside a team of highly skilled and experienced Training Managers who also run their own successful Leather & Fabric Doctor franchises.

After the completion of training at our in-house training facility, franchisees spend time in their territory with a Training Manager, to familiarise themselves with the day-to-day requirements and operations of running your own successful Leather & Fabric Doctor franchise.

Ongoing Support

Following the initial training period, all Leather & Fabric Doctors are granted unlimited access to:

- A team of training managers and head office staff to assist with all aspects of business operations, skill set training and marketing support
- Exclusive training platforms, providing an extensive array of videos and upskilling programs
- Franchisee forums, enabling all franchisees to collectively engage in knowledge and skill sharing
- Training Workshops

Training workshops are regularly held to assist with up-skilling, providing additional technical assistance, discussing business and marketing strategies. We encourage all franchisees to join these workshops with the mindset of continuous improvement

Training & Marketing Support... continued

Exclusive Product Range

Our products are developed in-house, providing franchisees with a range that is built on the foundation of vigorous testing and application in the market. Franchisees can be confident that they're using high quality, fit for purpose products that are developed specifically for the work they're undertaking every day.

Extensive Marketing Support

The Leather & Fabric Doctor has an in-house marketing team consisting of specialists who are tasked with advising and assisting with strategic marketing development and implementation to help franchisees grow their business.

The Leather & Fabric Doctor approaches marketing across both a national level and local franchisee level to ensure on-brand and accurate messages are consistently delivered to customers. Our marketing programme ensures that we are helping all Leather & Fabric Doctors to attract both new clients as well repeat business from existing clients. The marketing touch points engaged work to ensure that The Leather & Fabric Doctor are the first point of call when customers require leather or vinyl cleaning, repair or restoration assistance.

Upon start-up, the marketing team work with franchisees to set up van signage, branded collateral, and a host of customised digital marketing and advertising platforms. Each month, franchisees contribute to a fixed monthly marketing fund that is exclusively invested in driving leads and brand awareness to them.



Meet The Team

The Doctor Services team of training, operations and marketing professionals come with extensive franchise experience. In fact, many of the head office team members also own a franchise, giving them the unique ability to understand the realities of a franchisees day-to-day operations as well as the requirements and expectations of customers.

As a Leather & Fabric Doctor team, we're committed to excellence for our customers, franchisees and industry partners.

We're proud to have a brilliant family of franchisees that make up our business. That's right – we consider our franchisees family. We're focused on ensuring they have the best skills that enable them to offer customers the best possible service and workmanship.

Head Office - Senior Management Team



Peter Matheson

Global Operations



Scott Parker

Sales Manager



Julia Bellise

Franchise Marketing
Manager



Kristy McLachlan

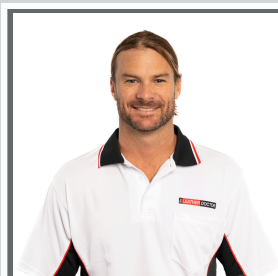
Head of Finance
& Legal

Training Team



Berni Wright

Training & Support



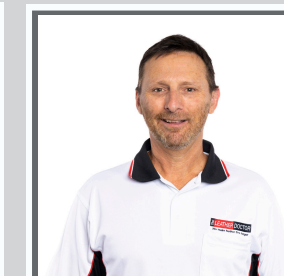
Phil Reid

Trainer & Franchisee



Jon Minards

Trainer & Franchisee



Damien O'Connor

Trainer & Franchisee

Process and Criteria

The Leather & Fabric Doctor selects the best franchisees to represent our brand in market. Our selection process places focus on personal engagement with an analysis of financial resources and aims/expectations of the candidate. By working with the best, we bring strength to our team and network.

The Leather & Fabric Doctor works closely with candidates to ensure they're a good fit for our system. Providing information and answering questions regarding our system in order for you to make an informed decision is important to us.

Step 1 – Introductory Call

At a time that works for you, we'll schedule a quick 30-minute call. This is where we get to know your goals, background, and motivation for owning a Leather & Fabric Doctor franchise. We'll also confirm territory availability and provide detailed information for you to review.



Step 2 – Video or In-Person Meeting

Next, we'll set up a video call or face-to-face meeting (depending on your location). Here, you'll learn more about who we are, how our business model works, and what becoming a Leather & Fabric Doctor franchisee can provide for you. You're welcome to invite family or friends to join this meeting.



Step 3 – Research & Discovery

We encourage you to connect directly with existing franchise owners. They can give you first-hand insights into the business, why they joined, and what day-to-day life looks like. This step also includes a mutual evaluation to ensure the opportunity is the right fit for both sides.



Step 4 – Secure Your Territory

When you're ready to move forward, you'll pay a 10% deposit to secure your chosen territory. This triggers the franchise agreement and ensures your market is locked in. The remaining balance is due prior to training.



Step 5 – Training & Launch

We'll schedule your training dates at our dedicated facilities, where you'll receive hands-on instruction in Leather & Fabric Doctor services, business systems, and marketing. You'll leave training fully equipped and ready to launch your new business with confidence.

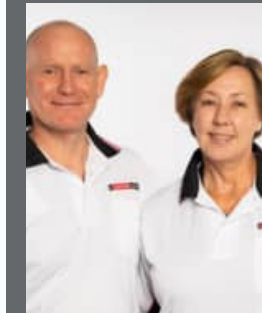
What Do Our Franchisees Say...?



**Damian
O'Connor**

The biggest benefit of being a Leather & Fabric Doctor is the time and flexibility it provides me outside the normal hustle and bustle of working 9 to 5.

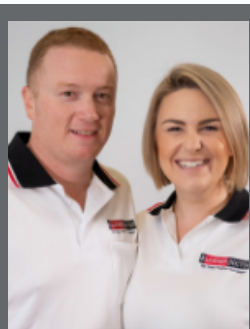
It creates a greater degree of flexibility to do what I want to do rather than be bound by the clock.



**Matt
Van Rensburg**

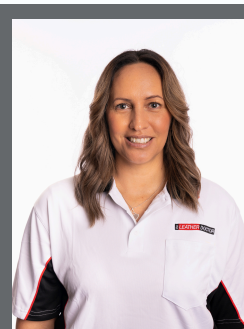
Becoming a Leather & Fabric Doctor was a career change for me. An escape from the long hours, stress and pressures of a senior executive corporate job.

I wanted to be my own boss and have a business that was tried & tested – a business which would give me the flexibility to determine my work hours as well as ability to take time off to travel.



**John and Amy
Baxter**

With two kids under two, we made the decision to leave the workforce and become business owners... and it was the best decision we've made. Owning a franchise has given us the freedom and flexibility to work and live how we choose. Every day is different with something new for us to experience.



**Erika
Ware**

I was ready for a change in career and the opportunity to join this network really appealed to me. The idea of belonging to a family community who will support me as I grow my business is great. The ability to continually develop as a technician is appealing, as well as being able to have uncapped earnings.



**George
Kondrat**

There were quite a few things that attracted me to this business - the brand and how well regarded it is, the length of time the business has been operating and the opportunity to provide services that are unique and in high demand. I've now got the work/life balance that I was craving, but could never have in a corporate role.



**Hayley & Marty
Brownrigg**

Our goal was to find a business that suited our lifestyle and gave us more time with the kids - family is more important than anything else. The affordability to get into The Leather & Fabric Doctor business, be able to build it and make it our own and have a huge support network behind us was very attractive.



Are you ready to own a proven business in a high-demand industry? Let's start the conversation today

Are you ready to become a part of a well-established, highly regarded leather, vinyl and fabric cleaning, repair and restoration franchise?

Scott Parker (Sales Manager) will be in contact with you by phone to review the information contained in this document and answer any additional questions that you have. Alternatively, please contact Scott directly on 0426 994 940.

We're looking forward to speaking with you and are excited that you're interested in joining our rapidly expanding franchise network.